



# 2008

## Results of the Arizona Adult Perception Survey



Pima 2006 Prevention Partnership

August 12, 2008

## EXECUTIVE SUMMARY

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This report compares the results of the Arizona Adult Perception Survey conducted in 2006 and 2008 on behalf of the Governor's Office for Children, Youth, and Families - Division for Substance Abuse Policy. The 2008 Arizona Adult Perception Survey, implemented by a random digit dial telephone survey to 1,006 respondents statewide, was designed with two goals in mind: 1) to measure changes in adult perceptions about risky youth behavior including underage drinking; and 2) to assess the extent to which the *Draw the Line* social marketing campaign to reduce underage drinking had been recognized and understood. Funding for *Draw the Line* and this report were provided by the Arizona Parent's Commission on Drug Education and Prevention.

The survey yielded a number of positive outcomes regarding adults' attitudes toward underage drinking and the recognition of the *Draw the Line* social marketing campaign:

- *Draw the Line* was recognized by nine percent of adults statewide, a noteworthy reach having been in existence for eight months.
- Reductions in adult acceptance of underage drinking were close to home: there was a 16 percent increase in the number of adults who believe it is NOT OK for youth to drink **under parent supervision**, and a ten percent increase in the number of adults who believe it is NOT OK for youth to drink at family occasions.
- The number of adults who believe it is NOT OK for youth to drink **under the supervision of other adults** increased by 18 percent.
- The majority (84 percent) of survey respondents indicated their support for stronger policies and penalties surrounding underage drinking, a figure consistent from 2006 to 2008. Opposition to beer keg registration policies decreased by 11 percent during this time.
- Most respondents (more than 70 percent) who recognized the *Draw the Line* campaign accurately remembered its factual messages. One exception to this was that only 58 percent correctly agreed with a statement about the legal blood alcohol content (BAC) for youth under 21 being .00, a fact warranting further public education.
- 95 percent of adults are "somewhat concerned" to "very concerned" about youth drinking alcohol. This is a seven percent increase from 2006.
- 87 percent of respondents statewide believe that alcohol is easy for youth to obtain.

While progress has been made on changing adult perceptions about underage drinking, there is still a need to expand the reach of key messages being sent by the state and its community partners. Judgments as to the effectiveness of DTL should be made in context by comparing these outcomes to similar campaigns that have been active for similar periods of time, or campaigns involving the same amount of paid media. The numerous statistically significant improvements in adult perceptions suggest that other successful efforts across the state, in addition to *Draw the Line*, may be contributing to these positive outcomes.

## ORGANIZATION OF THIS REPORT

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This report is organized into four sections: Project Background, Methodology, Results, and Conclusion. The Project Background provides an overview of the program for which this analysis was prepared. The Methodology section describes the two datasets that were used for this analysis and the source of each. The survey outcome, population demographics, responses to attitude shift questions, and specific responses to the recognition and recall of the *Draw the Line* campaign can be found in the Results Section. The Conclusion section summarizes the changes that have taken place between 2006 and 2008 in adult views on underage drinking in conjunction with the Draw the Line campaign, and implications for future work on underage drinking prevention in Arizona are discussed.

## PROJECT BACKGROUND

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In 2005, a team of state agency directors, deputy directors and policy experts from Arizona attended *2006 Preventing Underage Alcohol Use: A National Meeting of the States* in Washington, D.C. It was at this meeting that U.S. Surgeon General Richard H. Carmona announced he would issue a “Call to Action” to all states regarding underage drinking. The U.S. Department of Health and Human Services Secretary Michael Leavitt added to this by formally charging states to convert words into action and commit to organizing efforts that would address underage drinking.

When the Arizona team returned home, they formalized themselves as a state committee on underage drinking under the Arizona Strategic 2006 Prevention Framework State Incentive Grant (SPF SIG) Advisory Council. The goal of the Arizona Underage Drinking 2006 Prevention Committee is to facilitate collaboration among state agencies and other partners to successfully implement a statewide underage drinking initiative. In 2006 the state commissioned the first Arizona Adult Perception Survey, providing baseline information on adult perceptions of youth risky behavior, acceptance of underage drinking, perception of the availability of alcohol to youth, and support for penalties and policies surrounding underage drinking.

Governor Janet Napolitano recognized the severity of underage drinking in Arizona and called upon the Arizona Underage Drinking 2006 Prevention Committee to develop a community-based campaign to directly address the issue. After months of brainstorming and collaboration with the Arizona Underage Drinking 2006 Prevention Committee, it was determined that it would be beneficial to enlist the talents of a marketing agency. The creative ideas of R&R Partners, a full-service advertising and public relations agency in Scottsdale, won the bid for the campaign. *Draw the Line* was born. Funding for *Draw the Line* and this report was provided by the Arizona Parent’s Commission on Drug Education and Prevention.

The *Draw the Line* campaign efforts were designed to inform adults in Arizona that underage drinking is not a rite of passage, but an unhealthy behavior for children that is against the law. The campaign provides useful tools and resources to help adults positively influence youth and information to help adults realize the influence they have on children’s behavior.

The central *Draw the Line* campaign mission is to generate community involvement and conversation by making interactive tools and resources available throughout the state. The purpose is to go beyond merely informing the public about the risks of underage drinking, but to alter the perceptions and behavior of the target audience – parents and adults ages 25-54.

## METHODOLOGY

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### **Data Sources**

This analysis compares the datasets resulting from telephone-based surveys conducted on behalf of the Governor's Office for Children, Youth, and Families Division for Substance Abuse Policy in 2006 by Northern Arizona University (NAU) and again in 2008, in which Pima Prevention Partnership (PPP) contracted with Fohr Media Research (FMR) Incorporated to carry out the data collection. Each data set contained 1,006 completed interviews.

The survey's purpose was to elicit adults' attitudes toward underage drinking. The dataset for the 2006 baseline survey contained 34 questions about underage drinking and eight demographic variables. The midpoint survey conducted in 2008 also collected additional information on the recognition of the *Draw the Line* (DTL) campaign.

Both the 2006 baseline and the 2008 midpoint surveys were administered via telephone using a random digit dialing (RDD) methodology, which generates random telephone numbers to produce a random sample that is representative of households living in Arizona. RDD produces a representative sample of the population by ensuring that all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in the RDD study. Calling on both surveys was administered in the same fashion, with calls taking place every day of the week, in morning, afternoon, and evening shifts.

In both the 2006 baseline and 2008 midpoint administrations of the survey, calls were conducted using Computer Assisted Telephone Interviewing (CATI) technology. CATI is a system in which computers are employed to increase the accuracy, flexibility, and efficiency of telephone surveys. The computer system maintains a database of phone numbers, engages the sampling process, schedules callbacks, and records the disposition of each call. Interviewers are trained on interviewing protocol and use of the CATI system prior to the fielding of the survey. Interviewers view survey questions on the computer screen in a programmed sequence and record respondents' answers with the use of a keyboard. Data entry errors are decreased using this system.

Once a phone contact was initiated, trained interviewers introduced the survey to potential respondents by identifying the name of the calling center and the purpose of the survey. Respondents were assured that nothing was being sold or solicited, and they were guaranteed confidentiality of responses. Respondents were asked for their consent to take the survey and told the survey would take approximately ten minutes to complete.

Survey fielding utilized an established pattern of callbacks to minimize non-sampling errors that occur from certain types of people not being available at particular times of the day. Telephone numbers that were busy, rang without answer, or answered by an answering machine were called back four times at different hours of different days before being removed from the sample database. Once "dead," another phone number in the sample was substituted for the original number. This "call-back" procedure minimized the possibility of nonrandom bias from entering into the data.

Despite utilizing essentially the same methodological format and technology in the implementation of the 2006 baseline and 2008 midpoint surveys, there were demographic differences between the sample of survey respondents in 2006 and in 2008. Both surveys theoretically "sampled" the same population, meaning that all calls were placed proportionate to the population distribution of the state. Completion of calls, however, remains dependent upon answered telephones and consent to participate. The likelihood that more females and older adults are at home and available to participate in a telephone survey plays a factor in their over representation in this survey sample. This is

common in random digit dial telephone surveys (Chang and Krosnick 2001; Merkle, Bauman, and Lavrakas 1993; Shaiko et al. 1991; Traugott 1987). Rapid changes in the communication environment, such as call screening technologies and the increased use of cellular telephones may also be confounding factors affecting the ability to rely on randomization to generate representative samples (Link, M. W. et.al 2008).

### ***Instrument***

The 2008 midpoint survey introduced new questions to measure recognition of *Draw the Line*, as well as original questions from the 2006 baseline survey to ascertain the shift in adult attitudes toward underage drinking from 2006 to 2008. The complete questionnaire can be found in the Appendix. The 2006 baseline survey questions that were repeated in 2008 can be categorized into three factors: concerns for youth; accessibility and acceptance; and penalties and policies.

An analysis was conducted on the 2008 midpoint instrument to determine the reliability of this instrument within each of these three categories. The results indicated that the reliability of the instrument was 2006 preserved, allowing for an acceptable comparison to be made between the 2006 baseline and 2008 midpoint data.

### ***Eligible Respondents***

The survey focused on adult perceptions, and therefore solicited information from only the adult population, defined by the state as individuals 18+ years of age.

This analysis adopted the state's definition of adult for three reasons. First, this is consistent with the survey instrument used to assess the *Draw the Line* campaign recognition and content recall. Second, although the legal drinking age in Arizona is 21, the statutory age of emancipation is 18 years of age. Finally, although population data sources often use different age categories within each of the four demographic variables, including 15-24 years of age, it was possible to estimate the number of persons within the 15-24 age group who qualified as an adult by calculating the percentage of adults 18 years of age and older in each demographic variable.

## RESULTS

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### **Sample Population Demographics for 2008 Midpoint Data**

Sample demographics were compared to the estimated state adult population demographics based on four variables. These variables include gender, age, ethnicity, and county of residence.

The sample population generated during the 2008 midpoint data collection efforts resulted in a larger proportion of respondents who were older, white females, living in Pima County than is representative of the state. Given the methodology used to generate the survey population, the limitations this creates may have been lessened with a larger sample size. However, cost constraints for this project required the sample size to remain the same as in 2006. Nonetheless, the sample was sufficiently large enough to provide a reasonably accurate estimate of the adult population's recognition of, and content recall for the *Draw the Line* campaign.

#### **Gender**

The demographic information collected from the respondents had a higher percentage of females (69 percent) who completed the survey than is represented in state estimates of the female population (51 percent). Conversely, males were underrepresented in the survey sample. This is not uncommon in telephone-based surveys, as it is generally expected that more women than men will answer a home telephone (Chang and Krosnick 2001; Merkle, Bauman, and Lavrakas 1993; Shaiko et al. 1991; Traugott 1987).

Table 1: Percentage of Gender Representations in the Sample Population Compared to State Estimates, (n ≈ 1000)

Gender	State Estimate	Sample Proportion
Females	51%	69%
Males	49%	31%

#### **Age**

The sample population had a higher representation of older adults, and lower representation of younger adults than is found in the general population. As Table 2 shows, four percent of all 2008 survey respondents were age 20-24, while the state estimate is that people age 20-24 make up ten percent of the population. Higher representation of older adults is not uncommon in phone-based surveys. The younger population, particularly in the 20-24 age category, is more likely to utilize only a cell phone and, therefore, they are more likely to be excluded from the sample population.

Table 2: Percentage of Age Representations in the Sample Population Compared to State Estimates, (n ≈ 1000)

Age Category	State Estimate	Sample Proportion
20 – 24	10%	4%
25 – 34	20%	11%
35 – 44	20%	14%

45 – 54	18%	22%
55 – 64	13%	23%
65 +	19%	27%

*\*Percentages in sample proportion do not total exactly 100% due to rounding*



## County

Counties with relatively smaller populations were combined, creating three primary county categories. The table below indicates, however, that compared to state estimates, these small counties have an accurate representation in the overall analysis, at 24 percent in both the sample and the estimated state population. As mentioned 2006 previously, the 2008 midpoint sample shows a greater percentage of Pima County residents, and a lower percentage of Maricopa County residents than the state population estimates.

Table 3: Percentage of County Group Representation in the Sample Population Compared to State Estimates, (n ≈ 1000)

County	State Estimate	Sample Proportion
Maricopa	60%	51%
Pima	16%	25%
All Other	24%	24%

## Race

The sample population contained a higher proportion of white respondents (85 percent) than would be found in the general population (66 percent). The reason for this may be related to the random digit dialing methodology used to collect the data. Evidence from studies examining the difficulties of reaching respondents suggests that nonwhites may be more difficult to contact than whites in telephone surveys (Merkle, Bauman, and Lavrakas 1993; Traugott 1987).

Table 4: Percentage of Racial Representations in the Sample Population Compared to State Estimates, (n ≈ 1000)

Race	State Estimate	Sample Proportion
White	66%	85%
Hispanic	24%	10%
African American	4%	2%
Native American	5%	.09%
Asian / Pacific Islander	3%	.01%

\*Percentages do not total exactly 100% due to rounding

## Demographic Comparison Between 2006 and 2008 Datasets

In addition to comparing respondent demographic information from the 2008 midpoint survey to the state demographic estimates, comparisons were made between the 2006 and 2008 data sets to determine the similarities of the two populations. As with the above comparison, differences were noticed between the 2006 baseline and 2008 midpoint sample populations.



Respondent age and county of residence both showed statistically significant<sup>a</sup> differences between the 2006 baseline and 2008 midpoint survey populations.

### **Age Categories**

The differences in age categories from the 2006 baseline to 2008 midpoint samples can be seen in the following table.

Table 5: Comparison of Age Categories Represented from 2006 and 2008 Sample Populations

Age Category	Percent Within Age Category	
	2006 Baseline	2008 Midpoint
21-34	17.7	14.3
35-49	27.1	24.7
50-64	26.2	34.0
65+	29.1	27.0

The 2006 baseline sample included more respondents in the “younger” age category of 21 – 34 than the 2008 midpoint sample. Also, the 2008 midpoint sample included a higher proportion of respondents in the “middle” age category of 50 – 64. One condition that may have affected this was the sample response differences between the baseline and midpoint surveys. In the 2006 baseline sample group, 974 of the 1,006 respondents reported an age, while the 2008 midpoint sample included 1,005 respondents who reported an age, almost the complete sample. One reason more respondents in the 2008 midpoint survey were willing to answer this question may have been because of the difference in the way the age question was phrased. For example, the 2006 baseline sample age was determined by asking the respondent his or her date of birth then calculating the age and resulting age categories. The 2008 midpoint sample asked respondents to indicate their ages in years as opposed to disclosing actual birth dates.

### **County**

As mentioned above, counties with smaller populations were combined, reducing the sample to three categories: Maricopa, Pima, and other counties. When these classifications were compared to the 2006 baseline and 2008 midpoint samples, slight differences were observed.

Table 6: Comparison of Counties 2006 and 2008 Sample Populations

County	Percent Within County	
	2006 Baseline (n ≈ 1000)	2008 Midpoint (n ≈ 1000)
Maricopa	54.5	50.6
Pima	17.7	24.6
All Others	27.8	24.9

\*Percentages for 2008 do not total exactly 100% due to rounding

<sup>a</sup> The statistical significance of a result is the probability that the observed relationship between variables in a sample occurred by pure chance ("luck of the draw"). Using less technical terms, one could say that the statistical significance of a result tells us something about the degree to which the result is "true." The lower the  $\chi^2$  probability value (p-value or chi squared), the more likely the relationship can be attributed to the program or intervention being studied instead of being attributed to random error. In many areas of research, the p-value of .05 is customarily treated as a "border-line acceptable" error level, and any p-value lower than .05 is interpreted as a statistically significant result.

As indicated in Table 6, the 2006 baseline sample had an overrepresentation of Maricopa County with fewer respondents from Pima County. That trend was reversed in the 2008 midpoint sample with fewer Maricopa respondents and more Pima respondents than expected. There is no empirical data to determine why these differences occurred.

## Gender

As the following table illustrates, there was a shift from the 2006 baseline survey to the 2008 midpoint survey for the survey populations' gender representation.

Table 7: Comparison of Gender Categories Represented from 2006 Baseline and 2008 Midpoint Sample Populations

Gender	Percent Within Gender	
	2006 Baseline (n ≈ 1000)	2008 Midpoint (n ≈ 1000)
Male	52.8	47.2
Female	47.9	52.1

\*Percentages do not total exactly 100% due to rounding

The percentage of males to females shifted slightly from approximately 36 percent males and 64 percent females in the 2006 baseline sample to approximately 31 percent males and 69 percent females in the 2008 midpoint sample. Although females were over represented in both samples, they were similar enough for comparative purposes.

## Interview Responses

The instrument used in the 2008 midpoint survey served two evaluation objectives. The first was to measure shifts in adult attitudes toward underage drinking from 2006 to 2008; the second, to determine the level of recognition and recall of the *Draw the Line* campaign. The results for both objectives are discussed below.

### Shift in Attitude

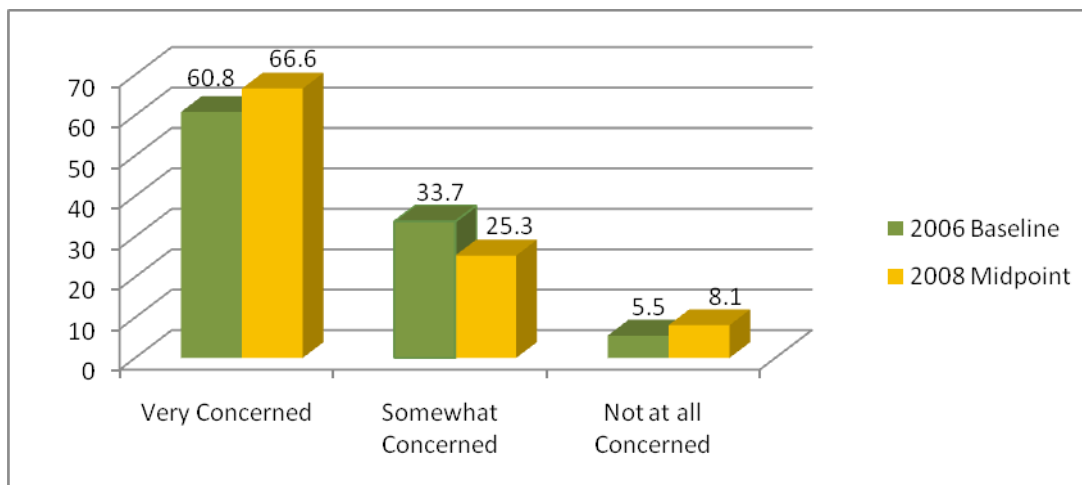
Results of the comparisons are segregated into three factors: Concerns for Youth, Acceptance and Accessibility, and Policies and Penalties.

#### Factor 1— Concerns for Youth

Two of the six items in Factor 1, Concerns for Youth, revealed a statistically significant increase. Concern about youths smoking and youths drinking alcohol significantly increased between 2006 and 2008. Charts 1 and 2 below illustrate the changes in these components. Concern about sexual activity, youths driving under the influence, smoking marijuana, and using methamphetamine did not indicate a statistically significant change in between 2006 and 2008.

## Concern for Smoking

Chart 1: 2006 and 2008 Responses to Concern for Youth Smoking (Baseline n ≈ 1000; Midpoint n ≈ 1000)

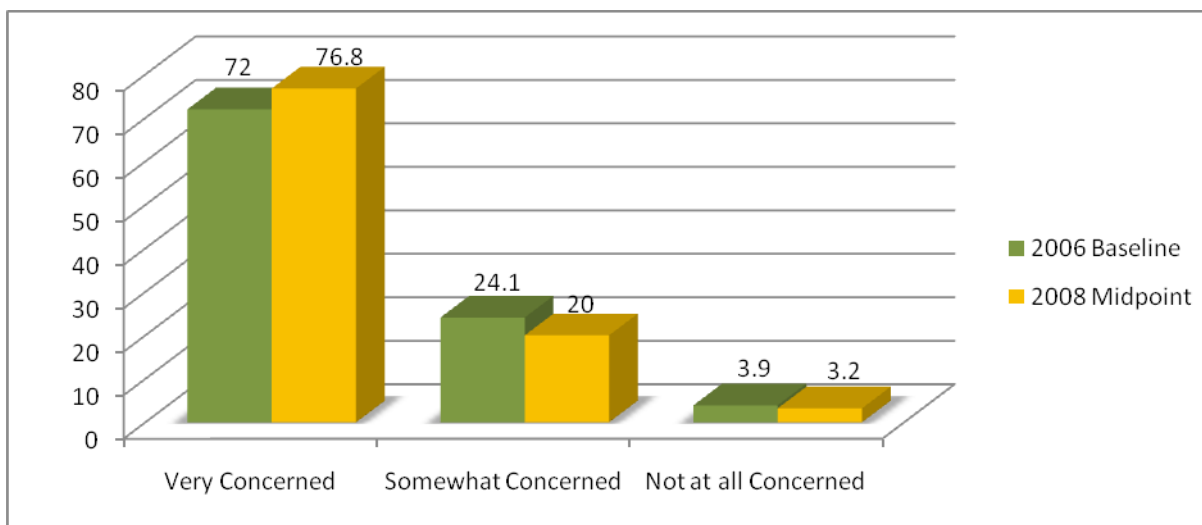


The shift in concern about youth smoking occurred with more respondents in the 2008 midpoint sample being very concerned (67 percent) than in the 2006 baseline sample (61 percent), and with fewer indicating they are somewhat concerned. Additionally, there was a slight increase in respondents in the 2008 midpoint sample that were not at all concerned with youth smoking compared to the 2006 baseline sample (eight percent in the 2008 midpoint sample versus six percent in the 2006 baseline sample).

Regardless of these shifts, more than 93 percent of adults are somewhat to very concerned about youth smoking or using other tobacco products.

## Concern for Youth Drinking

Chart 2: 2006 and 2008 Responses to Concern for Youth Drinking (Baseline n ≈ 1000; Midpoint n ≈ 1000)



As with the concern for smoking, more respondents in the 2008 midpoint sample appeared to be very concerned about youths drinking alcohol than in the 2006 baseline sample (77 percent and 72 percent respectively). Despite the shifts

in the level of concern from 2006 and 2008, more than 95 percent of adults continue to be somewhat to very concerned about youth drinking alcohol.

### ***Factor 2—Accessibility and Acceptance***

Seven items comprise the second factor, Accessibility and Acceptance. These have been subdivided and evaluated separately.

#### **Acceptance of underage drinking**

It appears that there is much more adult acceptance of youth drinking in specific circumstances than indicated in the questions regarding adult concerns for risky behavior which were reviewed above. When asked about their concern regarding youth drinking behavior, more than 95 percent of adults were very or somewhat concerned. Despite this, approximately 41 percent of adults consider it to be OK if youth drink under the supervision of their parents, 46 percent feel that it is OK for youths to drink during family occasions, and a surprising 53 percent consider it is OK for youth to drink as a rite of passage. This suggests a cognitive disconnect between adults' concern for and acceptance of youth drinking.

The encouraging finding was that three of the four items in this category showed a shift in a positive direction. When respondents were asked whether it was OK for youths to drink under parent supervision, other adults' supervision, and family occasions, a statistically significant increase in "No" responses was observed. More adults in 2008 are reporting that, regardless of supervision, be it parental or another adult, youths should not drink alcohol.

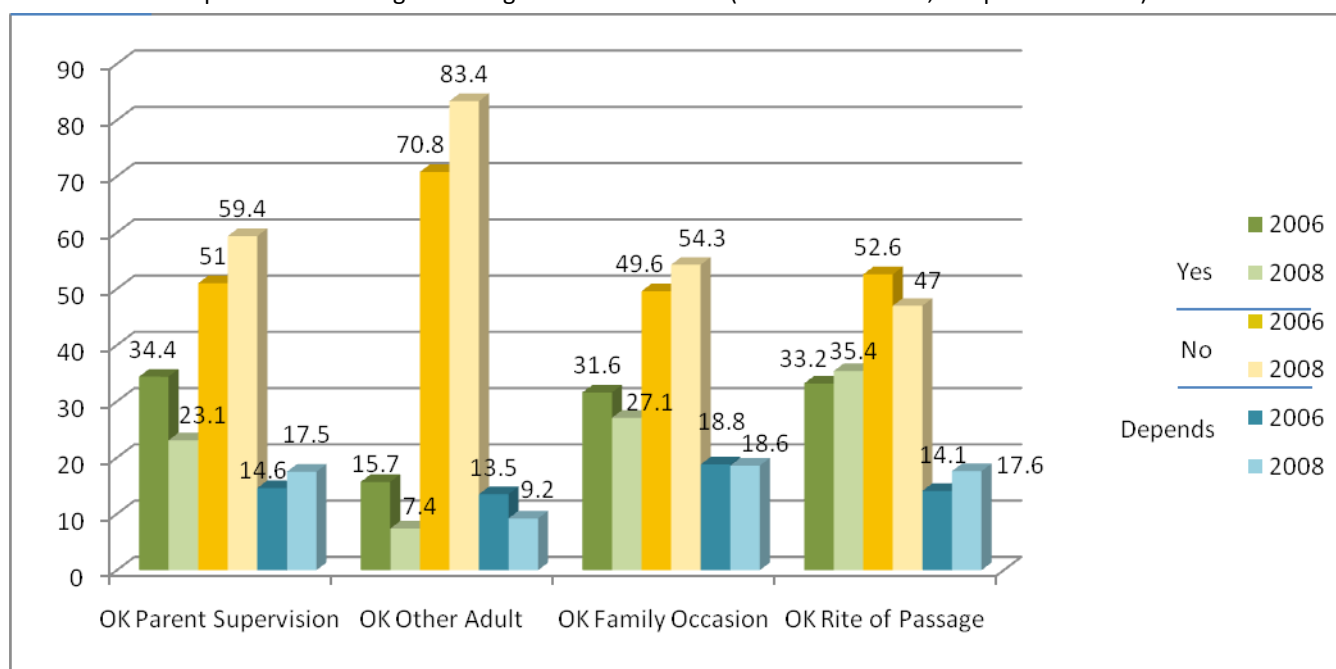
#### **OK to drink under supervision of parents**

Review of respondents' answers indicates a greater percentage in the 2008 midpoint group who said that it was NOT OK for youth to drink even under the supervision of a parent (59 percent) compared to the 2006 baseline group (51 percent). It is interesting to note here the increase in number of respondents in the 2008 midpoint survey who indicated that the acceptability of underage drinking under parental supervision "depended on the situation."

#### **OK to drink under supervision of other adults**

Responses to this item demonstrated a statistically significant increase among those who said that it was NOT OK for youths to drink under the supervision of other adults. In the 2006 baseline sample, 70.8 percent indicated it was NOT OK. This increased by 18 percent, with more than 83 percent of adults in the 2008 midpoint sample indicating that it was NOT OK for youths to drink alcohol under the supervision of an adult. This was supported by a dramatic decrease in the number of respondents who felt this activity was OK (15 percent in the 2006 baseline sample decreasing to 7.4 percent in the 2008 midpoint sample, as well as a decrease in the "Depends" category, from 13.5 percent in the 2006 baseline sample down to 9.2 percent in the 2008 midpoint sample.

Chart 3: Shift in Acceptance of Underage Drinking from 2006 to 2008 (Baseline n ≈ 1000; Midpoint n ≈ 1000)



### OK to drink on special family occasions

The trend toward lack of acceptance was also seen in the responses to youths drinking on family occasions. For example in the 2006 baseline sample, 49.5 percent indicated that this was NOT OK; the 2008 midpoint sample increased to 54.3 percent with a corresponding drop in the percent who condoned this activity.

### OK to drink as part of rites of passage

An unexpected trend was observed in this component of acceptability. The 2006 baseline sample response to this item indicated 52.6 percent believed it was NOT OK for youth to drink as a rite of passage. This percentage showed a statistically significant decrease in the 2008 midpoint sample, down to 47 percent. This was exacerbated by the increase in the number of respondents in the 2008 midpoint sample who stated that drinking as a rite of passage depends on the situation. Regardless of these shifts, it is important to note that in the 2008 midpoint sample over 50 percent of respondents would at least consider agreeing that it is OK for youth to drink as a rite of passage.

### Adult perception of youth accessibility to alcohol

Three items were designed to elicit adults' perception of youth accessibility to alcohol: knowledge of other parents who allow underage drinking, knowledge of other adults who allow underage drinking in their homes and perceived difficulty for youth to obtain alcohol.

Only one of these items, perceived difficulty for youth to obtain alcohol, indicated a statistically significant shift between the 2006 baseline and 2008 midpoint surveys.

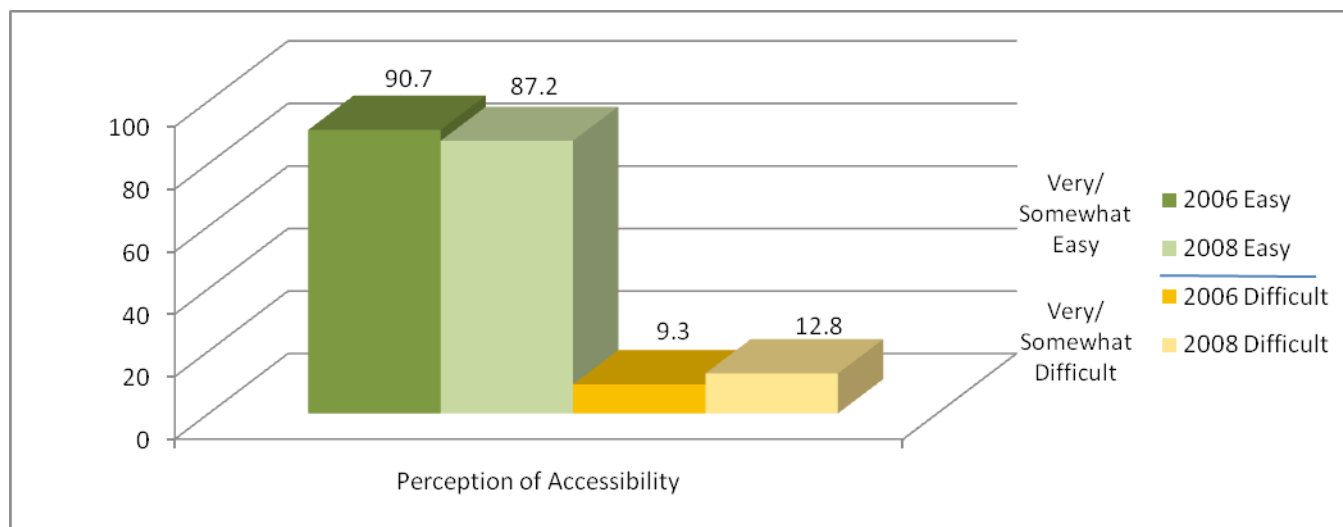
The majority of adults surveyed indicated that they did not know parents or other adults who let youth drink in their homes or provide alcohol to underage people. Although not in the majority, it is worthy to note that approximately 34 percent of the sample indicated that they knew parents who provided alcohol to youth. In addition about 31 percent indicated that they knew other adults who provided alcohol to youth.

Table 8: Percentage of Respondents Aware of Other Adult Acceptance of Underage Drinking (n ≈ 1000)

Knowledge of Other Adult Acceptance	Yes	No
Knowledge of Other Parents Who Allow Underage Drinking	33.9	66.1
Knowledge of Other Adults Who Allow Underage Drinking	30.6	69.4

There was a statistically significant shift in responses between the 2006 baseline and 2008 midpoint samples suggesting that respondents from the 2008 midpoint sample believed alcohol to be less accessible to youth than did respondents from the 2006 baseline sample. Approximately 91 percent of the adults in the 2006 baseline sample felt that alcohol was very to somewhat easy for youth to obtain. This percent decreased to 87 percent for the 2008 midpoint sample with a corresponding increase in the percent of respondents in the 2008 midpoint sample who felt it was very to somewhat difficult for youth to obtain alcohol (see Chart 4).

Chart 4: Adult Perception of Youth Access to Alcohol (Baseline n ≈ 1000; Midpoint n ≈ 1000)



It was interesting to note that, although the majority of adults surveyed did not know other adults who provided alcohol for underage drinking, they overwhelmingly felt that alcohol was very to somewhat easy for youth to obtain. This indicates that perhaps they believed youth obtain alcohol through means other than an adult providing it to them.



### *Factor 3—Penalties and Policies*

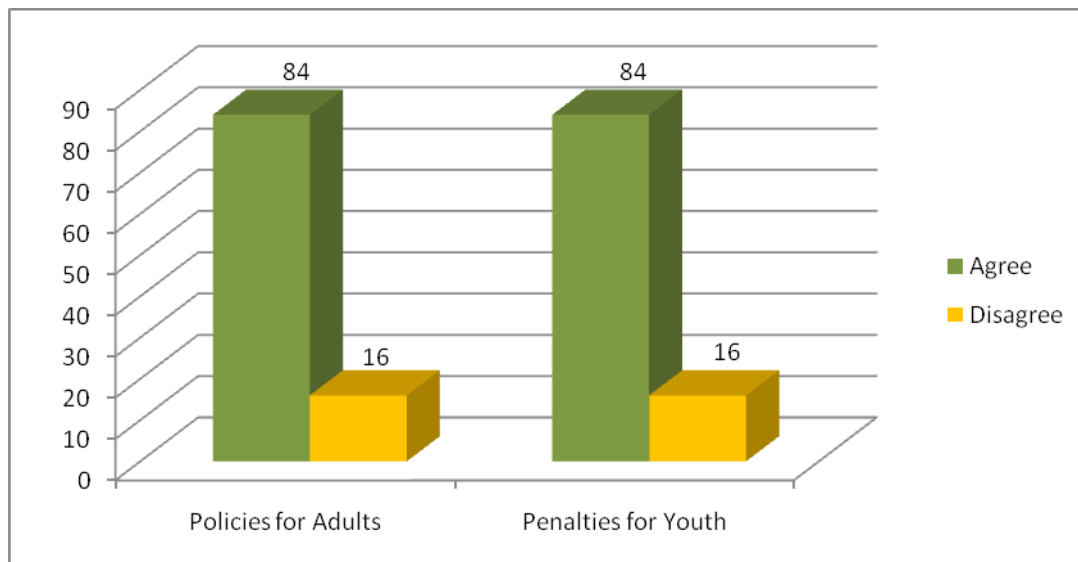
Three items were designed to assess adults' recommendations regarding penalties and policies for underage drinking: whether policies should focus more on adults who provide alcohol to underage drinkers; strengthening penalties for minors who purchase alcohol; and whether beer kegs should be required to have a traceable registration number.

#### **Overall perception of penalties and policies**

No statistically significant shift between the 2006 baseline and 2008 midpoint sample response rates occurred for support of tougher policies. Therefore, the chart below is representative of both the 2006 baseline and the 2008 midpoint response rates. There was, however, a statistically significant shift in the attitude toward beer keg registration. These changes are discussed below.

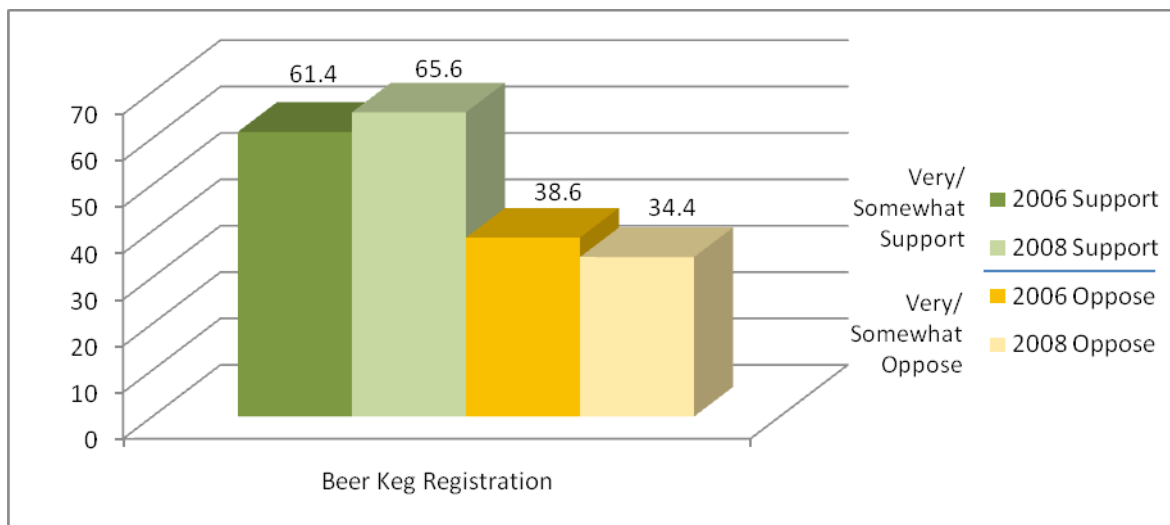
As indicated in Chart 5, the majority of respondents, approximately 84 percent, indicated that they agreed both with policies that focus on adults who provide alcohol to youth, as well as policies that increase penalties for youth who purchase alcohol. Only a few (approximately 16 percent) do not support policies that sanction adults and impose penalties upon youth.

Chart 5: Percentage of Respondents Indicating Support for Underage Drinking Policies and Penalties Remained the Same From 2006 to 2008 (Baseline n ≈ 1000; Midpoint n ≈ 1000)



It appears that there is greater support for increased policies and penalties in the abstract, however. When asked about a specific policy, such as beer keg registration, the adult population seems less supportive.

Chart 6: Percentage of Adult Support for Beer Keg Registration (Baseline n ≈ 1000; Midpoint n ≈ 1000)



The idea of beer keg registration appears to have gained support as indicated by a 6.8 percent increase in respondents being very or somewhat supportive (statistically significant). Approximately 61 percent supported registration in the 2006 baseline sample compared to almost 66 percent in the 2008 midpoint sample. It was not surprising to obtain a corresponding decrease in opposition to this measure with 38.6 percent opposed in the 2006 baseline sample decreasing to 34.4 percent in the 2008 midpoint sample. For purposes of this analysis, those who indicated that the law was unnecessary were collapsed into the oppose category.

## ***Draw the Line Campaign Reach***

The second objective for this analysis is to assess the extent to which the respondents in the 2008 midpoint recognized the *Draw the Line* (DTL) campaign. Questions that had not been included in the 2006 baseline were added to the 2008 midpoint survey to measure respondents' recall of the campaign.

### ***Recognition***

When asked, "Do you recall seeing or hearing a marketing campaign that uses the phrase '*Draw the Line*'?" 88 respondents, nine percent of the statewide sample population, indicated that they recognized this campaign.

Because the DTL campaign was aimed at parents and adults, those who reported remembering the campaign were asked whether they had children under the age of 21, and whether children under the age of 21 currently lived in the home.

Table 9: Percentage of Respondents Indicating Recognition of *DTL* Campaign Who Were Also Parents (n=88)

	Yes	No
Parent or Guardian of Children Under 21	38.6	60.2
Have Children Under 21 Living in the Home	38.6	58.0

\*Percentages for each response may not total 100% due to rounding

These responses indicated that, of the nine percent (88) who recognized DTL, 34 percent had children under age 21 living at home. Using this finding to gauge the reach of the campaign in the larger population, roughly three percent of the adult population with children under the age of 21 living at home are estimated to be aware of the DTL campaign.

Table 10: Demographic Information for Respondents Indicating Recognition of *DTL* Campaign in 2008 (n=88)

Demographic Item	Demographic Category	Percentage of Respondents
Gender	Female	62.5
	Male	37.5
Age	20 – 24	8.0
	25 – 34	13.6
	35 – 44	13.6
	45 – 54	22.7
	55 – 64	20.5
	65+	21.6
County	Maricopa	55.7
	Pima	19.3
	All Others	25.0
Ethnicity	White	83.0
	Hispanic	10.2
	African American	2.3
	Asian/Pacific Islander	3.4

\*Percentages for each demographic item may not equal 100% due to rounding

## Profile

It was interesting to discover that, despite the relatively small proportion of respondents who remembered the DTL campaign, there were no statistically significant differences between the two respondent groups.

Table 10 above shows the demographic information for those who responded positively to DTL campaign recognition.

Gender: As with the overall sample population, females comprised a larger percentage of respondents who recalled the campaign. This may be simply a continuation of the trend seen in the overall sample population. However, it may also reflect the population reached by the campaign.

Age: Older adults were more likely to remember seeing the DTL campaign than those in younger age categories. Similar to the gender profile, this may be a result of the campaign's reached population.

County: Unlike the sample population, more respondents who indicated remembering the campaign also lived in Maricopa County. This is consistent with the state demographic estimates, suggesting the campaign was equally distributed among the counties.

Race: Again, respondents were more likely to be white; however, racial minorities more closely resemble the state demographic estimates than was seen in the overall sample population.

### **Content Recall**

The majority of respondents replied that they became aware of the DTL campaign through either television or radio, despite there being relatively little earned and added value media placements in radio and television as compared to print and online media. Only 19 percent of respondents recalled hearing about the campaign in the newspaper, and seven percent learned of the campaign through a website.

Table 11: *Draw the Line* Campaign Media Sources Identified by Respondents (n=88)

Of the following sources of information where did you see or hear about the <i>Draw the Line</i> campaign?	Saw or Heard	Did Not See or Hear
Public information advertisement on the radio	24%	76%
Public information advertisement on television	24%	76%
Newspaper story on <i>Draw the Line</i>	19%	81%
News story on local television	24%	76%
News story on local radio station	10%	90%
Information on a website	7%	93%

\*Columns add up to more than 100% because respondents were asked about each media source separately.

The primary campaign message recalled most often was that DTL encouraged adults to change how they think about underage drinking.

Table 12: Major Intent of the *Draw the Line* Campaign as Identified by Respondents (n=88)

To the best of your recollection which of the following best describes the major intent of the <i>Draw the Line</i> campaign?	Percentage of Respondents
Encourage teenagers to “ <i>Draw the Line</i> ” by stopping their underage friends from drinking alcohol	21%
Encourage adults to “ <i>Draw the Line</i> ” and prevent underage drinking	22%
Encourage adults to “ <i>Draw the Line</i> ” by changing how they think about underage drinking	35%
Can’t Remember – Don’t Know	23%

\*Percentages total more than 100% due to rounding

As indicated by Table 13 below, respondents who recognized the DTL campaign were commonly aware of classes available for students and teachers that focused on the consequences of underage drinking (31 percent). This was followed by familiarity with travelling health exhibits (17 percent); town hall meetings discussing underage drinking (15 percent); and art shows (13 percent).

Table 13: *Draw the Line* Campaign Activities Identified by Respondents (n=88)

Which of the Following <i>Draw the Line</i> Campaign Activities Were You Aware of?	Aware	Not Aware
Town hall meetings to discuss with teens and parents the issue of underage drinking	15 %	85 %
Art show including photographs, film, and theater created by students	13 %	87 %
Travelling exhibit with on-site health and law enforcement experts and local grassroots coalitions—parents in (people seeing)	17%	83%
Classes for high school teachers and students on the consequences of underage drinking	31%	69%

Respondents who recognized the campaign were asked true/false questions regarding facts that were included in the DTL campaign. The purpose of these questions was to determine the extent to which the information within the DTL campaign message was remembered.

Table 14: *Draw the Line* Campaign Facts Remembered by Respondents (n=88)

According to The <i>Draw the Line</i> Campaign:	True	False	Don't Know
The legal blood alcohol limit for those under age 21 in Arizona is .00	58%	12%	0%
Teenagers can be cited for being under the influence at a private party	72%	10%	18%
It is illegal for an adult to serve teenagers alcoholic beverages during a family gathering or party	79%	10%	11%
Studies indicate that parents have enormous power in preventing alcohol and substance abuse	77%	11%	12%

As indicated in Table 14, the majority respondents indicated that the campaign facts were true statements. Only the statement regarding the legal blood alcohol level for youth indicated an uncertainty in the facts (58 percent).

Finally, all respondents (regardless of campaign awareness) were asked for their opinion on the amount of control a parent has over their child's drinking behaviors.

Table 15: Respondent Opinions on Parental Control Over Childrens' Drinking Behaviors (n=88)

How realistic is it that parents of teenagers can do each of the following to reduce underage drinking?	Parents can do this	Parents can try but not very likely	No way	Don't Know
Make sure their teens have a plan for the evening and the parents know that plan	77%	18%	5%	0%
Know all of the 'hot spot' destinations that teens may visit	56%	25%	17%	2%
Take stock and monitor the alcohol in their home	81%	13%	7%	0%
Communicate with other parents and school officials about games, proms and other school functions	81%	15%	2%	2%
Know who is driving and encourage seatbelt use	78%	18%	2%	1%
Stay up for their teen's return home from any outing	77%	17%	5%	1%
Don't allow their child to go to a party where alcohol may be served,	60%	32%	7%	1%
Help their child develop an inconspicuous "exit plan" if alcohol or drugs are served at a party.	74%	17%	7%	2%
Set and enforce firm curfews	72%	23%	6%	0%
Check their children's MySpace.com and acebook.com pages	68%	19%	11%	1%
Get involved in planning safe parties, proms and graduation parties	82%	14%	5%	0%

These responses suggest that the majority of respondents believe parents have control over many aspects of their teenager's behavior to help reduce underage drinking. Respondents indicated that parents seem to have more control when they are involved in the teenager's surroundings. For example, 82 percent believe that parents can get involved in planning safe parties as a way to prevent underage drinking. Similarly, 81 percent believe that communicating with other parents and school officials is an action most parents can take to ensure their teenager's safety. Respondents ranked other strategies for parental control to be less realistic, such as not allowing their teen to attend parties where alcohol may be served (60 percent indicated parents can do this), or knowing local gathering spots (56 percent indicated parents can do this).

## CONCLUSIONS

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The 2008 Arizona Adult Perception Survey, implemented by a random digit dial telephone survey to 1,006 respondents statewide, was designed with two goals in mind: first, to measure changes in adult perceptions about risky youth behavior including underage drinking; and second, to assess the extent to which the *Draw the Line* campaign had been recognized and understood. The *Draw the Line* campaign efforts resulted in a nine percent awareness and recognition statewide. Although this may seem like a small impact at first glance, it is important to note that these results were achieved in only eight months. The *Draw the Line* campaign is focused not on costly mass media exposure, but on social marketing and public relations by state partners and community coalitions throughout Arizona. Furthermore, the numerous statistically significant improvements in adult perceptions suggests that other successful efforts across the state, in addition to *Draw the Line*, may be contributing to these positive outcomes. The participation of state partners on the Arizona Underage Drinking 2006 Prevention Committee, the numerous coalitions in *Draw the Line*, and other underage drinking prevention activities are likely factors contributing to these successes.

Specific survey results regarding the DTL campaign indicated that the majority of those who were aware of the campaign were in the target audience of parents and adults aged 25-54. Most of the respondents (more than 70 percent) who recognized the campaign accurately remembered its factual messages. One exception to this was that only 58 percent correctly agreed with a statement about the legal blood alcohol content (BAC) for youth under 21 being .00, a fact warranting further public education.

The comparative portion of the 2008 midpoint Arizona Adult Perception Survey showed numerous positive outcomes related to adult perspectives on underage drinking for the state since the 2006 baseline survey. The survey indicated statistically significant reductions in adult acceptance of underage drinking; including a seven percent increase in the number of adults concerned with youth alcohol consumption and an 18 percent increase in the number of adults who believe it is NOT OK for youth to drink under the supervision of other adults. Even where drinking is close to home there were reductions in adult acceptance of underage drinking. There was a 16 percent increase in the number of adults who believe it is NOT OK for youth to drink under parent supervision, and a ten percent increase in the number of adults who believe it is NOT OK for youth to drink at family occasions. Where beliefs about youth alcohol behavior intersect with policy, we see that the majority (84 percent) of survey respondents indicated their support for stronger policies and penalties surrounding underage drinking, a figure consistent from 2006 to 2008. Opposition to beer keg registration policies decreased by 11 percent during this time. This level of support for policies and penalties makes sense when viewed in light of high rates of concern over youth alcohol use, combined with the fact that 87 percent of respondents statewide believe that alcohol is easy for youth to obtain.

These positive outcomes regarding underage drinking are clouded by one seemingly inconsistent finding that, despite high levels of concern and low levels of acceptance of underage drinking, 50 percent of respondents in 2008 said that it is OK for youth to consume alcohol as a rite of passage. The changes in this figure from 2006 to 2008 included a 12 percent drop in the number of respondents who believe it is NOT OK for youth to drink as a rite of passage and an increase in the number of respondents from the 2006 sample who stated that drinking as a rite of passage depends on the situation.

It is clear that, while progress has been made on changing adult perceptions about underage drinking, there is still a need to expand the reach and clarify certain aspects of the messages being sent by the state and its community partners. The statewide social marketing campaign, *Draw the Line*, achieved noteworthy, albeit limited, recognition in the eight



months of its existence at the time of the 2008 midpoint survey. The traveling exhibit component of the DTL campaign had only been on the road since February 2008, a total of six months at the time of this report. Judgments as to the effectiveness of DTL should be made in context by comparing these outcomes to similar campaigns that have been in existence for similar periods of time, or campaigns involving equivalent amounts of paid media.

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## APPENDIX: 2008 Midpoint Arizona Adult Perception Survey

1Job No. 309122-081  
Final Design  
June, 2008

Project No. 9 6 \_ \_ \_

### ARIZONA ATTITUDES ON YOUTH DRINKING SURVEY - Screening Form -

TIME INTERVIEW STARTED: \_\_\_\_\_ ENDED: \_\_\_\_\_ DATE: \_\_\_\_\_

INTERVIEWER NAME: \_\_\_\_\_ QUESTIONNAIRE NO.: \_\_\_\_\_

(1-4)

TELEPHONE: \_\_\_\_\_

#### **COUNTY/REGION QUOTAS:**

Maricopa County.....1 (500)

Pima County.....2 (250)

Rural Arizona (4-8 below).....3 (250)

Southeast Arizona (Cochise,

Santa Cruz, Graham & Greenlee

Counties).....4 (30)

Central Arizona (Pinal &

Gila Counties).....5 (60)

Southwest Arizona (Yuma &

La Paz Counties).....6 (35)

Northwest Arizona (Coconino,

Mojave & Yavapai Counties).....7 (95)

Northeast Arizona (Navajo &

Apache Counties).....8 (30) (7)

COUNTY CODE: \_\_\_\_\_ (ccode) (5-6)

Hello, my name is \_\_\_\_\_. I am calling for FMR Research, a nationwide public opinion company. We are conducting a survey of adult Arizona residents regarding their attitudes about alcohol use by young people in the state. We are not selling anything and all answers are strictly a matter of personal opinion. All your answers are confidential and voluntary.

A. For this survey, we need to speak to the household head 18 years or older who last celebrated a birthday. Would that person be you?

Yes.....1 (CONTINUE)

No.....2 (ASK TO SPEAK TO THE

APPROPRIATE HOUSEHOLD

MEMBER AND RETURN TO

INTRODUCTIONS, THEN TO

QUESTION 1; IF NOT AVAILABLE,

SCHEDULE CALL-BACK)

Best time to reschedule \_\_\_\_\_

Respondent's first name \_\_\_\_\_

111FMR Associates, Inc.  
6045 E. Grant Road  
Tucson, Arizona 85712

Final Design

Job No. 309122-081

June, 2008

## ARIZONA ATTITUDES ON YOUTH DRINKING SURVEY

### - Main Questionnaire -

1. To begin, I'd like to ask you about specific issues that young people may face. For each issue, please tell me if you are very concerned, somewhat concerned or not at all concerned. How concerned are you about...  
(READ)

( <u>ROTATE</u> ) ( <u>MARK "X" WHERE START</u> )	Very <u>Concerned</u>	Somewhat <u>Concerned</u>	Not at all <u>Concerned</u>	Depends/ Okay if <u>16 or 18</u>	Don't <u>know</u>	<u>Refused</u>
( ) Youth smoking cigarettes and and using tobacco? ( <b>smoke</b> )	1	2	3	4	8	9 (8)
( ) Youth engaging in sexual activity? ( <b>sexual</b> )	1	2	3	4	8	9 (9)
( ) Youth drinking alcohol? ( <b>alcho</b> )	1	2	3	4	8	9 (10)
( ) Youth driving under the influence of alcohol or drugs? ( <b>driving</b> )	1	2	3	4	8	9 (11)
( ) Youth smoking marijuana? ( <b>marij</b> )	1	2	3	4	8	9 (12)
( ) Youth using methamphetamine? ( <b>meth</b> ) ( <u>Interviewer note</u> : this is "meth")	1	2	3	4	8	9 (13)

2. Do you think it is okay for a person under 21 to drink alcohol... **(drnkal)** (READ)

<u>(ROTATE)</u> <u>(MARK "X" WHERE START)</u>	<u>Yes</u>	<u>No</u>	Depends/ In some situations/ <u>Only if</u>	<u>Don't know</u>	<u>Refused</u>
( ) Under the supervision of their parents or guardians? <b>(suppar)</b>	1	2	3	8	9 (14)
( ) Under the supervision of other adults over 21? <b>(supothad)</b>	1	2	3	8	9 (15)
( ) On special family occasions such as holidays and birthdays? <b>(specocc)</b>	1	2	3	8	9 (16)
( ) For special rites of passage? <b>(srop)</b> (this can be cultural or religious, such as a quinceanera or bar and bat mitzvahs)	1	2	3	8	9 (17)

3. Do you know of parents or adults who permit people under the age of 21 to consume alcohol in their homes? **(uainhome)** (DO NOT READ)

Yes 1  
No 2  
Don't know/Not sure 8  
Refused.....9 (18)

4. In your opinion, it is ever okay for an adult 21 and older to purchase or provide alcohol to a person under 21? **(provdalc)** (DO NOT READ)

Yes 1  
No 2  
Don't know/Not sure 8  
Refused.....9 (19)

5. Do you know anyone who has bought alcohol or provided alcohol for people under 21? **(knwprov)** (DO NOT READ)

Yes 1  
No 2  
Don't know/Not sure 8  
Refused.....9 (20)

6. Would you say it is very easy, somewhat easy, somewhat difficult or very difficult for a person under 21 to get alcohol in Arizona? (**easydif**) (DO NOT READ)

Very easy 1  
 Somewhat easy 2  
 Somewhat difficult 3  
 Very difficult 4  
 Somewhere in-between/  
 It depends 5  
 Don't know/Not sure 8  
 Refused.....9 (21)

7. I am now going to read you two statements and I'd like you to tell me if you agree or disagree with each.  
 The State of Arizona should...(READ)

(ROTATE) (MARK "X" WHERE START)	Agree	Disagree	Depends/ Only in some situations	Don't know	Refused
------------------------------------	-------	----------	---	---------------	---------

( ) Focus its alcohol policies more on parents or adults over 21 who purchase, sell and/or provide alcohol to persons under 21. ( <b>sellalc</b> )	1	2	3	8	9 (22)
---	---	---	---	---	--------

( ) Strengthen penalties for youth attempting to purchase alcohol or use fake ID's to purchase alcohol. ( <b>advert</b> )	1	2	3	8	9 (23)
---	---	---	---	---	--------

8. Several enforcement policies for reducing the sale of alcohol to people under 21 have been suggested. One proposal to make it harder for minors to get alcoholic beverages is to require every beer keg to have a registration number that allows it to be traced to the person who bought it. Do you strongly support, somewhat support, somewhat oppose or strongly oppose a beer keg registration law? (**beerreg**) (DO NOT READ)

Strongly support 1  
 Somewhat support 2  
 Somewhat oppose 3  
 Strongly oppose 4  
 Law is unnecessary 5  
 Don't know/Not sure 8  
 Refused.....9 (24)



9. Do you recall seeing or hearing a marketing campaign that uses the phrase “Draw the Line”? **(dtl)** **(DO NOT READ)**

Yes .....1 **(CONTINUE TO Q.10)**  
 No .....2 **(SKIP TO Q.14)**  
 Don't know/Not sure.....8 **(SKIP TO Q.14)** (25)

10. Did you see or hear about the Draw the Line campaign from the following sources of information... **(dtlmedia)**  
**(READ IN RANDOM ORDER)**

	<u>Yes</u>	<u>No</u>	
( ) A public information advertisement on the radio	1	2	(26)
( ) A public information advertisement on television	1	2	(27)
( ) A story on Draw the Line in the newspaper	1	2	(28)
( ) A story on the local television news			1
			2 (29)
( ) A news story on the radio	1	2	(30)
( ) On a website		1	2 (31)

11. To the best of your recollection, which *one* of the following statements best describes the major intent of the Draw the Line campaign? **(dtlintnt)** **(INTERVIEWER: Encourage one choice.)** **(READ)**

To encourage teenagers to Draw the Line by stopping their  
 underage friends from drinking alcohol.....1

To encourage adults to Draw the Line and 2006 prevent underage  
 drinking .....2

-OR- To encourage adults to Draw the Line by changing how they  
 think about underage drinking.....3

**(DO NOT READ)** Don't know/Can't remember/None of these.....9 (32)

12.Are you familiar with the following Draw the Line campaign activities... **(dtlactiv)** (READ IN RANDOM ORDER)

	<u>Yes</u>	<u>No</u>	
( ) Town hall meetings with teens and parents to discuss the issue of underage drinking	1	2	(33)
( ) An art show, including photographs, film and theater created by students		1	2 (34)
( ) A traveling exhibit with on-site health and law enforcement experts and local grassroots coalitions, as well as a variety of parents	1	2	(35)
( ) Classes for high school teachers and students on the consequences of underage drinking	1	2	(36)

13.As I read the following statements, tell me if, according to the Draw the Line campaign, they are true or false.  
**(dtlivi)** (READ IN RANDOM ORDER AND RECORD BELOW)

	<u>True</u>	<u>False</u>	<u>Don't Know</u>
( ) The legal blood alcohol limit for those under age 21 in Arizona is .00. It is not the .08 limit that adults must observe when driving.			1
2		3 (37)	
( ) Let's say that your friends have a party, and some of the teenagers at the party drink a few beers. These kids can be cited for being under the influence.			1
2		3 (38)	
( ) When you, as an adult, are having a family party or gathering it is illegal to serve teenagers any alcoholic beverages.			1 2
3 (39)			
( ) Studies overwhelmingly indicate that parents have enormous power in 2006 preventing alcohol and substance abuse.			1 2
3 (40)			

14. As I read a list of possible actions, in your opinion, how likely is it that parents of teenagers can help them in reducing underage drinking. For each action, tell me if you think it is very likely, not likely but possible or no way. (READ)

( <u>ROTATE</u> ) ( <u>MARK "X" WHERE START</u> )	Very likely	Not Likely but possible	No way	Don't know/ No Opinion
( ) Make sure their teens have a plan for the evening and the parents know that plan. ( <b>dtlpln</b> )	1	2	3	9 (41)
( ) Know all of the "hot spot" destinations that teens may visit. ( <b>dtlspt</b> )	1	2	3	9 (42)
( ) Take stock and monitor the alcohol in their home. ( <b>dtlstok</b> )	1	2	3	9 (43)
( ) Communicate with other parents and school officials about games, proms and other school functions. ( <b>dtlcom</b> )	1	2	3	9 (44)
( ) Know who is driving and encourage seat belt use. ( <b>dtlknow</b> )	1	2	3	9 (45)
( ) Stay up for their teen's return home from any outing. ( <b>dtlup</b> )	1	2	3	9 (46)
( ) Don't allow their child to go to a party where alcohol may be served. ( <b>dtlprty</b> )	1	2	3	9 (47)
( ) Help their child develop an inconspicuous "exit plan" if alcohol or drugs are served at a party. ( <b>dtlexit</b> )	1	2	3	9 (48)
( ) Set and enforce firm curfews. ( <b>dtlcurf</b> )	1	2	3	9 (49)
( ) Check their child's myspace.com and facebook.com pages. ( <b>dtlspac</b> )	1	2	3	9 (50)
( ) Get involved in planning safe parties, proms and graduation parties. ( <b>dtlprom</b> )	1	2	3	9 (51)

15. Do you recall seeing or hearing a marketing campaign that uses the phrase “DUI? Expect the Max”? (max) (DO NOT READ)

Yes 1 (CONTINUE TO Q.16)  
 No 2 (SKIP TO CLASSIFICATION)  
 Don't know/Not sure8 (SKIP TO CLASSIFICATION) (52)

16. Did you see or hear about the “DUI? Expect the Max” campaign from the following sources of information... (maxmedia) (READ IN RANDOM ORDER)

	<u>Yes</u>	<u>No</u>
( ) A public information advertisement on the radio	1	2 (53)
( ) A public information advertisement on television	1	2 (54)
( ) A story on “DUI? Expect the Max” in the newspaper	1	2 (55)
( ) A story on the local television news	1	2 (56)
( ) A news story on the radio	1	2 (57)
( ) On outdoor advertising (taxi cabs or electronic highway signs) around town		1
		2 (58)
( ) On a website		1
		2 (59)

17. To the best of your recollection, which *one* of the following statements best describes the major intent of the “DUI? Expect the Max” campaign? (maxint) (INTERVIEWER: Encourage one choice.) (READ)

To encourage teenagers to Expect the Max if they drink alcohol prior to turning 21.....1

To encourage adults to Expect the Max if they drink and drive.....2

-OR- To encourage adults to tell their children to Expect the Max if they drink and drive.....3

(DO NOT READ) Don't know/Can't remember/None of these.....9 (60)

18. To the best of your recollection, which of the following describes the scene 2006 presented in the Expect the Max television commercial campaign? (**maxscene**) (INTERVIEWER: Multiple mention okay.) (READ)

It shows an officer walking around a fatal crime scene with  
a child explaining the DUI penalties.....01

It shows a young businessman who has lost his driver's  
license because of a DUI running to catch the bus.....02

It shows young people drinking in a bar and an intoxicated  
guy gets confronted by a man in a referee's uniform.....03

It shows young people drinking in a bar and arguing about  
who will be the designated driver.....04

-OR-

It shows two actors portraying football announcers giving a  
"play-by-play" about who in the bar is a designated driver.....05

(DO NOT READ) Don't know/Can't remember/None of these.....99 (61-70)

19. Thinking about your overall impression of Expect the Max and other drinking and driving campaigns, how effective would you say they are in 2006 preventing drinking and driving? Would you say such campaigns are... (**maxefct**) (READ)

Very effective 1

Somewhat effective 2

Not very effective 3

-OR- Not at all effective.....4

(DO NOT READ) Don't know/Not sure.....8 (71)

CLASSIFICATION: Now we would like to ask you a few questions about yourself for classification purposes only. First...

- C-1. Are you registered to vote at your current residence in Arizona? (**regvt**) (DO NOT READ)

Yes.....1

No.....2

Don't know/Refused.....3 (72)

C-2. What was your age as of your last birthday? **(age)**

\_\_\_\_\_ years

**(DO NOT READ)** Refused/No answer.....99 (73-74)

C-3. This survey is intended to reflect the attitudes of all segments of the population. Which one of the following ethnic groups best describes you or do you identify with most? **(race)** **(READ)**

White, non-Hispanic.....1

Hispanic, Latino or of Spanish origin.....2

Black or African-American.....3

American Indian or Alaska native.....4

Asian or Pacific Islander.....5

-OR- Something else (Specify: \_\_\_\_\_).....6 **(othrace)**

**(DO NOT READ)** Don't know/Not sure.....8

**(DO NOT READ)** Refused.....9 (75)

C-4. Do you have any children under the age of 21 living in your home? **(child)** **(DO NOT READ)**

Yes.....1 **(If yes, ask: How many? \_\_\_\_\_ ) (numchild)**  
(77-78)

No.....2

Don't know.....3

Refused.....4 (76)

C-4a. Are you a parent or guardian of any children under the age of 21? **(parent)** **(DO NOT READ)**

Yes.....1

No.....2

Don't know.....3

Refused.....4 (79)

C-5. Sex **(gend)** **(DO NOT ASK)**:

Male.....1

Female.....2 (80)

THANK RESPONDENT FOR HIS/HER TIME AND SAY: "IN CASE THE OFFICE WANTS TO CHECK MY WORK, MAY I HAVE YOUR FIRST NAME, THE ZIP CODE AND COUNTY OF YOUR HOME ADDRESS?"

RESPONDENT'S NAME \_\_\_\_\_ ZIP CODE \_\_\_\_\_ (81-85) COUNTY \_\_\_\_\_

FOR OFFICE USE ONLY: Validation Questions: Q \_\_\_\_ Q \_\_\_\_ Q \_\_\_\_ Q \_\_\_\_ Q \_\_\_\_ Q \_\_\_\_